



WPTV

ORDER

Print Date 09/17/12

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Flight Dates 09/26/12-10/02/12

Contract / Revision 311062 /

Original Date / Revision
09/13/12 09/14/12

Advertiser West / Republican / Congress

Agency Strategic Media Services

Buying Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Product

Allen West for Congress

Agency Com 15%

Billing Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # Order # 75 add

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 40% Market Value 28812

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	17287
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	12	\$5,546.25	\$6,525.00	0.00
October 2012	8	\$4,250.00	\$5,000.00	0.00
Totals	20	\$9,796.25	\$11,525.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	12	\$5,546.25	\$6,525.00
10/01/12	10/02/12	8	\$4,250.00	\$5,000.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	09/26/12	10/02/12	M-F 6-7a M-F 6-7a	CM	6-7a	---11--	:30	2	\$725.00	P-1	0.00 NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/26/12	10/02/12	---11--					2	\$725.00		0.00		
N 2	WPTV	09/26/12	10/02/12	M-F 6-7a M-F 6-7a	CM	6-7a	11-----	:30	2	\$900.00	P-1	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/26/12	10/02/12	11-----					2	\$900.00		0.00		
N 3	WPTV	09/26/12	10/02/12		CM	6-7a	-----S-	:30	1	\$250.00	P-1	0.00 NM	1	\$250.00



Hiatus Dates

Order Sep 00:20:00

Estimate # **Order # 75 add**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Sa 6-7a										
				Sa 6-7a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	-----S-		1			\$250.00		0.00			
N 4	WPTV	09/26/12	10/02/12	M-F 10-11a	CM	10-11a	--111--	:30	3	\$325.00	P-1	0.00 NM	3	\$975.00
				M-F 10-11a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	--111--		3			\$325.00		0.00			
N 5	WPTV	09/26/12	10/02/12	M-F 10-11a	CM	10-11a	11-----	:30	2	\$475.00	P-3	0.00 NM	2	\$950.00
				M-F 10-11a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	11-----		2			\$475.00		0.00			
N 6	WPTV	09/26/12	10/02/12	M-F 11-12n	CM	11a-12p	--111--	:30	3	\$250.00	P-1	0.00 NM	3	\$750.00
				M-F 11-12n										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	--111--		3			\$250.00		0.00			
N 7	WPTV	09/26/12	10/02/12	M-F 11-12n	CM	11a-12p	11-----	:30	2	\$350.00	P-1	0.00 NM	2	\$700.00
				M-F 11-12n										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	11-----		2			\$350.00		0.00			
N 8	WPTV	09/26/12	10/02/12	M-F 7-730p	CM	7-730p	-1-----	:30	1	\$775.00	P-1	0.00 NM	1	\$775.00
				M-F 7-730p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	-1-----		1			\$775.00		0.00			
N 9	WPTV	09/26/12	10/02/12	M-F 730-8p	CM	730-8p	--1-1--	:30	2	\$950.00	FX	0.00 NM	2	\$1,900.00
				M-F 730-8p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	--1-1--		2			\$950.00		0.00			
N 10	WPTV	09/26/12	10/02/12	M-F 730-8p	CM	730-8p	1-----	:30	1	\$775.00	P-1	0.00 NM	1	\$775.00
				M-F 730-8p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	1-----		1			\$775.00		0.00			
N 11	WPTV	09/26/12	10/02/12	NFL Pregame	CM	4-10p	-----1	:30	1	\$1,200.00	P-1	0.00 NM	1	\$1,200.00
				NFL Pregame		(7:00 PM-8:15 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	-----1		1			\$1,200.00		0.00			
Totals													20	\$11,525.00